

Define CS, fit into CC	<div><div>1. CUSTOMER SEGMENT(S)<div>CS</div></div><div>Our customers are mainly parents who are unable to monitor their children as they need to go to work. Some of our customers includes the guardians of children of age 0-7 with special needs whose activities must be monitored every now and then for their safety.</div></div>	<div><div>6. CUSTOMER CONSTRAINTS<div>CC</div></div><div>The constraints of the customers includes the high cost of these devices, the knowledge about these gadgets that are available in the market, the connectivity issues and its inefficiencies due to various reasons leading to low sales performance.</div></div>	<div><div>5. AVAILABLE SOLUTIONS<div>AS</div></div><div>The available solutions provide some benefits like real time tracking, safe zone alerts, panic button, etc. Though these devices come with such advantages, the increasing costs of such devices, its connectivity issues and the parents no proper knowledge about these gadgets leads to low sales of these items in the market.</div></div>	Explore AS, differentiate
	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div></div><div>The parents must be able to track the child's location every now and then and receive notifications if he/she is in an emergency situation. Parents should also be able to ensure that thier child is in a safe zone and must be provided with options like tracking the child's location and forecasting the weather for safety measures.</div></div>	<div><div>9. PROBLEM ROOT CAUSE<div>RC</div></div><div>The root cause for the need of child tracking devices in the market the rising cases of child disapperances, abuses, kidnappings and accidents. To prevent these unfortuante incidents parents are now aware of devices like these that ensures the protection of their children.</div></div>	<div><div>7. BEHAVIOUR<div>BE</div></div><div>Some of the customers behaviours that leads to buying these child tracking gadgets includes the insecurity they suffer when their children are left alone in their house when they go to work. When their children are travelling or playing with their friends the parents are always concerned about the child's environment and the weather conditions and the use of these devices can reduce their tension in their working place.</div></div>	
	<div><div>3. TRIGGERS<div>TR</div></div><div>The increasing cases of child disappearances, child abuses, kidnappings and accidents triggers the parents to use child tracking gadgets for their child safety and to work peacefully.</div></div> <div><div>4. EMOTIONS: BEFORE / AFTER<div>EM</div></div><div>The parents are very anxious about the condition of their children when they are all alone in a house or playing with their friends in some places. The growing insecurity leads them to perform badly in their work and causes a lot of mental problems. With the help of these child tracking gadgets, the parents can feel secure about their child's conditions and his activities and can always keep an eye on their location.</div></div>	<div><div>10. YOUR SOLUTION<div>SL</div></div><div>A child tracking device which is capable of monitoring the child's location, the weather conditions, notifications features to make sure their children does not move out of his safe zone and the history of child's locations to find out his/her lost belongings can provide solutions to the existing child's safety problems.</div></div>	<div><div>8. CHANNELS of BEHAVIOUR<div>CH</div></div><div>8.1 ONLINE When the parents are online they can always keep an eye on their children using their live location. They can also check for the weather conditions using the child's location.</div><div>8.2 OFFLINE When the parents are present physically they can often visit their child's location to ensure they are safe and the climate looks optimal.</div></div>	
Identify strong TR & EM				Extract online & offline CH of BE